

**NOAA Research Outreach Coordinators Workshop  
Tuesday, June 13 to Thursday, June 15  
Best Western Sovereign Hotel  
Mystic, Connecticut**

**Monday, June 12**                      Travel to Mystic, Connecticut

**Tuesday, June 13**

8:30 a.m. to 9:00 a.m.              Meet and Greet  
Conrad/Morgan Room, Sovereign Hotel

9:00 a.m. to 9:30 a.m.              Overview of Workshop Agenda  
Carol Knight, OAR External Affairs Team

**9:30 a.m. to 11:15 p.m.              Outreach and the Web**

9:30 a.m. to 10:15 a.m.              What's New: A Tour of OAR's Evolving Sites  
Carol; Kevin Kelleher and Joan O'Bannon, NSSL

10:15 a.m. to 10:30 a.m.              Break

10:30 a.m. to 11:15 a.m.              The Web We Weave: NOAA Web Coordination  
(New NOAA site; DOC standards; coordination opportunities)  
Greg Hernandez, NOAA Public Affairs; Carol

**11:15 a.m. to 12:45 p.m.              Outreach and University Partners**

11:15 a.m. to 12 noon                  Prairie Schooners: Sea Grant Sails into the Heartland  
(OAR-Sea Grant interaction: Norman & Boulder workshops)  
Mike Quigley, GLERL; Kevin Kelleher, NSSL

12 noon to 12:45 p.m.                  CIs, JIs, and IPOs: – What You Need to Know  
(How can we encourage interaction with university partners?)  
Don Mock, CDC & Friends

12:45 p.m. to 2:00 p.m.                  Lunch at *Go Fish* (reservations at 1 p.m. under NOAA)  
(Semi-private room for 28; separate tables for extras)

2:30 p.m. to 5:00 p.m.                  An Ocean Voyage: from Sunlit Seas into the Darkest Depths  
(Tips from curators on how to design effective exhibits)  
Mystic Aquarium  
Al Kalvaitis, NURP

## **Wednesday, June 14**

### **8:00 a.m. to 2:30 p.m. Outreach and Public Affairs**

- |                          |   |
|--------------------------|---|
| 8:00 a.m. to 8:10 a.m.   | Public Affairs and Outreach: Introduction<br>Tim Tomastik   |
| 8:15 a.m. to 8:45 a.m.   | From School Kids to Congressmen: How To Talk To Anybody<br>Tim Tomastik, Barbara McGehan, Jana Goldman, Keli Tarp,<br>NOAA Public Affairs   |
| 8:45 a.m. to 9:15 a.m.   | Mining for Nuggets: How To Dig Out Science Stories<br>Tim, Barb, Jana, Keli   |
| 9:15 a.m. to 9:30 a.m.   | Discovering, Developing Insider Talent<br>(Helping your scientists do a good interview)<br>Barbara McGehan                                  |
| 9:30 a.m. to 10:15 a.m.  | The Media Cycle: Changes and How they Affect Us<br>Jana Goldman   |
| 10:15 a.m. to 10:30 a.m. | Break   |
| 10:30 a.m. to 12 noon    | What's News? Reflections of a Science Writer<br>Peter Spotts, Christian Science Monitor; Barbara McGehan                                    |
| 12 noon to 1:30 p.m.     | Lunch (on your own)   |
| 1:30 p.m. to 2:30 p.m.   | Webcasts & Chats: How To Use the Web in Public Affairs<br>Keli Tarp, Tim Tomastik   |
| 2:30 p.m. to 4:30 p.m.   | Raising Outreach: Growing & Learning, Rights & Responsibilities<br>Mary Anne Whitcomb, OAR Budget and External Affairs, Tim,<br>Carol, Barb |
| [3:15 p.m. to 3:30 p.m.  | Break]  |

## **Thursday, June 15**

### **8:30 a.m. to 12:30 p.m. Outreach and Education**

- |                        |  |
|------------------------|--|
| 8:30 a.m. to 9:45 a.m. | Sending Our Message: Sea Grant's Communicators<br>(Case studies in a range of public education efforts)<br>Peg Van Patten, Connecticut Sea Grant; Tracey Crago and Sheri<br>De Rosa, Wood Hole Sea Grant |
|------------------------|--|

9:45 a.m. to 10:00 a.m.	Break
10:00 a.m. to 11:15 a.m.	“Plan If You Can, React When the \$#! Hits the Fan” (Case studies in reactive versus proactive extension programming) Heather Crawford and Nancy Balcom, Connecticut Sea Grant Extension
11:15 a.m. to 12:30 p.m.	Teaching the Teachers: Target for OAR Education Outreach (NSF grants, OAR-sponsored teacher workshops, and ideas for interaction between Sea Grant educators and OAR research labs) John Schmidt. OAR; Bill Hall and Sharon Meeker, Sea Grant Educators
12:30 p.m. to 1:30 p.m.	Buffet Lunch at the Sovereign Hotel
1:30 p.m. to 3:00 p.m.	On the (Virtual) Road With... (Internet tours of each NOAA Research lab, program) All Outreach Coordinators
3:00 p.m. to 3:15 p.m.	Break
3:15 p.m. to 4:15 p.m.	Wrap-up Mary Anne, Carol
<b>Friday, June 16</b>	<b>Optional Field Trip to Woods Hole Oceanographic Institution</b> Woods Hole Massachusetts
8:00 a.m.	Leave Mystic
10:30 a.m. to 12 noon	Overview of Woods Hole Oceanographic Institute
12 noon to 1:30 p.m.	Lunch and tour of WHOI Exhibit Center Woods Hole Village